

STATE OF COLORADO

DEPARTMENT OF HIGHER EDUCATION



John Hickenlooper
Governor

Lt. Gov. Joseph A. Garcia
Executive Director

POSITION ANNOUNCEMENT:

Communications Officer

POSITION TITLE:	Communications Officer
DEPARTMENT:	Higher Education
DIVISION:	General
REPORTS TO POSITION TITLE:	Communications Director, Department of Higher Education
POSTING DATE:	May 1, 2013
CLOSING DATE:	June 1, 2013 (Note: applications may be reviewed upon receipt)
COMPENSATION:	\$55,000-\$60,000
ANTICIPATED START DATE:	July 1, 2013

POSITION SUMMARY: The communications officer will help create and execute a comprehensive communications strategy for the Colorado Department of Higher Education, using various methods to explain the department's mission, goals, services and outcomes to constituents including students and families, campus officers, lawmakers, taxpayers and other interested stakeholders. The communications officer will work with the department's research and information division regarding the preparation of policy reports and analytical projects while also maintaining strong relationships with external partners such as other private and public information officers. The communications officer will be charged with effectively communicating complex, sophisticated analytical reports and related findings to the general public and stakeholders in non-technical and easily understandable ways. The position accommodates other duties as assigned.

ESSENTIAL DUTIES/RESPONSIBILITIES:

- Assist in the creation of a comprehensive departmental communications strategy,
- Assist in the day-to-day execution of that strategy, including but not limited to, website content creation, social media updating and an email newsletter for stakeholders,
- Assist the communications director in maintaining local, regional and national media relations,

- Oversee social media efforts for the department,
- Oversee daily updating of the department's website,
- Build and develop email newsletters for various stakeholders, internal and external,
- Build and maintain relationships with external partners, in public and private spheres,
- Work with divisions within the department as needed on individual or group communications projects,
- Write, read and/or edit communications materials (op-eds, press releases, powerpoint presentations, etc.) on behalf of the department and assist in their public dissemination,
- Write, read and/or edit reports produced by the department and assist in their public dissemination.

OTHER DUTIES/RESPONSIBILITIES: Performs other duties as assigned.

ESSENTIAL JOB QUALIFICATIONS:

Knowledge, Skills and Abilities

- Excellent written and verbal communication skills, including public presentations.
- Experience with website updating and maintenance, including knowledge of HTML and CSS as well as knowledge of Adobe Dreamweaver.
- Experience with photography, video and audio, including editing, uploading and posting to a website.
- Experience with email newsletter programs, such as MailChimp or Constant Contact.
- Experience with social media, including Facebook, Twitter, YouTube and others.
- Strong computer skills, particularly the use of Excel and Word programs.
- Strong interpersonal skills and the ability to work closely within a team setting and with external stakeholders.
- Ability to work collaboratively with a wide variety of internal and external stakeholders.

Minimum Qualifications:

- Graduation from an accredited college or university with a Bachelor's degree in Communications, Journalism, Public Relations or other related field.

Preferred Qualifications:

- A minimum of five years' experience in a professional journalism or public relations setting.
- Fluency in Spanish.

Requirements: Valid Colorado state driver's license. Criminal background check.

Physical Activities:

- **Light** - Exert up to 20 lbs. of force occasionally, and/or up to 10 lbs. of force frequently, and or a negligible amount of force constantly to move objects. Physical demands are in excess of those of Sedentary work. Light work usually requires walking or standing to a significant degree.
- **Stooping** - Bending body downward and forward. This factor is important if it occurs to a considerable degree and requires full use of the lower extremities and back muscles.
- **Handling** - Seizing, holding, grasping, turning, or otherwise working with hand or hands, fingers are involved only to the extent that they are an extension of the hand.
- **Fingering** - Picking, pinching, or otherwise working primarily with fingers rather than with the whole hand or arm as in handling.
- **Talking** - Expressing or exchanging ideas by means of the spoken word. Talking is important for those activities in which workers must impart oral information to clients, or to the public, and in those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- **Hearing** - Perceiving the nature of sounds. Used for those activities that requires ability to receive detailed information through oral communication.
- **Near Acuity** -Clarity of vision at 20 inches or less.
- **Cognitive Abilities** - Able to understand complex cognitive issues.
- **Computer Literacy** - Able to use all functionality of a computer

Working Conditions: Works in a normal office environment with standard office equipment (such as phones, fax, copiers and personal computers). The normal working hours are 8 am to 5 pm, Monday through Friday—which can be modified with approval from the Director. Irregular hours (early mornings, evenings & weekends) are possible, depending on needs of the business. Occasional travel. **This position is non-classified and exempt from the rules of the Colorado State Personnel Board.**

APPLICATION PROCEDURES:

To be considered for this position, candidates must possess the required qualifications listed above and submit a complete application package, which must include the following:

1. **Letter of Application.** A letter of application which addresses how you meet the qualifications described in this announcement.

2. Resume or Vitae. A detailed resume or vitae including all educational and professional experience.

3. References. A list of names, titles and current telephone numbers of three (3) employment references.

Submit your completed application materials to:

Cindy Langan
Human Resource Manager
Colorado Department of Higher Education
1560 Broadway, Suite 1600
Denver, Colorado 80202
clangan@college-assist.org

Application Deadline: This position is open until June 1, 2013, though applications may be given initial consideration as they are received. Applications may be submitted in electronic format to: clangan@college-assist.org, mailed or delivered to the above address, or faxed (303) 292-1606. The position begins on July 1, 2013.